

Cameroonian Swimwear Maker Rides the Wave into U.S. Market



Caroline Kendem-Sack's factory in Douala, Cameroon, previously churned out swimsuits and lingerie to export to France. Now she's preparing to jump into much larger waters – the American market – and is expanding her company, Brodwell. Thanks to contacts made during the ASAP Global Sourcing Show in Las Vegas, Kendem-Sack is finalizing a deal to make 80,000 medical scrubs per month for an American company. The yearlong contract is worth \$3 million.

Despite Brodwell's small size, Kendem-Sack has attracted both Cameroonian and U.S. investors to help her expand. Her factory will quadruple in size to 8,000 square meters (26,000 square feet) and will house more than 200 workers when it opens at the end of the summer. She'll also have a new brand – Ken Atlantic – to produce scrubs and polo shirts while Brodwell continues the swimsuit and lingerie line. All of her exported clothing will enjoy the duty-free status provided under AGOA.